

WJLA 1100 Wilson Blvd, 6th Floor Arlington, VA 22209

7669 Stagers Loop Delaware, OH 43015

3076649 Schedule Dates 10/25/17-10/31/17 Advertiser

Ed Gillespie for VA Governor (116805) Strategic Media Placement (6694)

POLITICAL CANDIDATE (ns) (1186)

Ed Gillespie (671299)

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869) WJLA/GJLA/EJLA

Buyer Name Phone/Fax / CPE 3237

Contract #

Agency

Product

Brand

Salesperson

Sales Office

Local/Political Candidate Agency BRD Billing Type Standard

Date Entered 10/24/17 Last Modified

10/24/17

Tiffany Lewis

No

Entered By

Headline #

CO-OP

Order Type Normal

Package Deal Commission % 15.00

Date:

Comments:

\$9,116.25 Net Total \$51,658.75

Sales Tax

Washington (WJLA)		
By Broadcast Month	Spots .	Rate
Oct. 2017	32	\$36,675.00
Nov. 2017	17	\$24,100.00
Grand Total:	49	\$60,775.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	e Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	5A- News-Good Morning Washington at 5a		1			1				1	\$475.00	\$475.00	Washington (WJLA)		10/24/17
2.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	D 5A- News-Good Morning Washington at 5a		1	1						2	\$475.00	\$950.00	Washington (WJLA)		10/24/17
3.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	0 6A- News-Good Morning Washington at 6a		1		1		1			2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/24/17
4.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	7A- ABC-Good Morning America					1				1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/24/17
5.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	7A- ABC-Good Morning America			1	-					1	\$1,200.00	\$1,200.00	Washington (WJLA)		10/24/17
6.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	9A- Live with Kelly				1		1	1		2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
7.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	9A- Live with Kelly		1							1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
8.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	0 10A- Rachael Ray				ì	1	i	1		1	\$450.00	\$450.00	Washington (WJLA)		10/24/17
9.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	0 10A- Rachael Ray			1	ì		i	1		1	\$450.00	\$450.00	Washington (WJLA)		10/24/17
10.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	11A- ABC-The View				1		1	-		2	\$450.00	\$900.00	Washington (WJLA)		10/24/17
11.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	11A- ABC-The View					-				1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
					CON	IFI	RM	ΑT	TIC) N (CC	TNC	R/	ACT					

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

Accepted-Station:

Date:

Accepted-Agency/Advertiser:



Delaware, OH 43015

WJLA 1100 Wilson Blvd. Arlington, VA 22209

7669 Stagers Loop

6th	Floor	

Schedule Dates 10/25/17-10/31/17 Advertiser Agency

Contract #

Product

Brand

CPE

Salesperson

Ed Gillespie for VA Governor (116805) Strategic Media Placement (6694)

3076649

POLITICAL CANDIDATE (ns) (1186) Ed Gillespie (671299)

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)

WJLA/GJLA/EJLA Sales Office **Buyer Name** Phone/Fax

Account Types Local/Political Candidate Agency BRD

3237

Billing Type Standard

Date Entered 10/24/17 Last Modified

10/24/17 Tiffany Lewis

No

\$51,658.75

Headline #

Order Type Normal Package Deal

Commission % 15.00 Commission \$9,116.25

Date:

Comments:

Net Total

Sales Tax

Entered By

CO-OP

Demo

Washington (WJLA) By Broadcast Month Spots Rate Oct. 2017 32 \$36,675.00 Nov. 2017 17 \$24,100.00 Grand Total: 49 \$60,775.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	10/26/17-10/26/17	2	:3	0 12P- News-ABC 7 News at Noon					1	į	į	1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
13.0	Normal Line / SPOT	10/31/17-10/31/17	2	:3	0 12P- News-ABC 7 News at Noon			1				i	1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
14.0	Normal Line / SPOT	10/27/17-10/27/17	2	:3	0 1P- ABC-The Chew						1	<u> </u>	1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
15.0	Normal Line / SPOT	10/25/17-10/25/17	2	:3	0 2P- ABC-General Hospital				1	i		i	1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
16.0	Normal Line / SPOT	10/31/17-10/31/17	2	:3	0 2P- ABC-General Hospital			1		i		1	1	\$700.00	\$700.00	Washington (WJLA)		10/24/17
17.0	Normal Line / SPOT	10/26/17-10/27/17	2	:3	0 4P- News-ABC 7 News at 4p					1	1	- 1	2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
18.0	Normal Line / SPOT	10/30/17-10/30/17	2	:3	0 4P- News-ABC 7 News at 4p		1						1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
19.0	Normal Line / SPOT	10/25/17-10/27/17	2	:3	0 5P- News-ABC 7 News at 5p				1	i	1	1	2	\$550.00	\$1,100.00	Washington (WJLA)		10/24/17
20.0	Normal Line / SPOT	10/31/17-10/31/17	2	:3	0 5P- News-ABC 7 News at 5p			1	i i	i		- 1	1	\$700.00	\$700.00	Washington (WJLA)		10/24/17
21.0	Normal Line / SPOT	10/25/17-10/26/17	2	:3	0 6P- News-ABC 7 News at 6p				1	1		- 1	2	\$700.00	\$1,400.00	Washington (WJLA)		10/24/17
22.0	Normal Line / SPOT	10/31/17-10/31/17	2	:3	0 6P- News-ABC 7 News at 6p			1		i			1	\$800.00	\$800.00	Washington (WJLA)		10/24/17
23.0	Normal Line / SPOT	10/26/17-10/26/17	2	:3	0 6:27P- 6:30P (EST)					1		i	1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/24/17
24.0	Normal Line / Access	10/25/17-10/25/17	2	:3	0 6:57P- 7P (EST)				1			i	1	\$6,000.00	\$6,000.00	Washington (WJLA)		10/24/17

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Accepted-Station:

Date:

Accepted-Agency/Advertiser:



Contract #	3076649	Date Entered	10/24/17
Schedule Dates	10/25/17-10/31/17	Last Modified	10/24/17
Advertiser	Ed Gillespie for VA Governor (116805)	Entered By	Tiffany Lewis
Agency	Strategic Media Placement (6694)	CO-OP	No
Product	POLITICAL CANDIDATE (ns) (1186)	Headline #	
Brand	Ed Gillespie (671299)	Demo	
Salesperson	HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)	Order Type	Normal
Sales Office	WJLA/GJLA/EJLA	Package Deal	
Buyer Name		Commission %	15.00
Phone/Fax	/	Commission	\$9,116.25
CPE	3237	Net Total	\$51,658.75

Local/Political Candidate Agency BRD

Standard

Sales Tax

Date:

Comments:

Spots	Rate
32	\$36,675.00
17	\$24,100.00
49	\$60,775.00
	17

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th F	r S	Sa Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / Access	10/31/17-10/31/17	2	:30	6:57P- 7P (EST)		1	1	-	- 1		i	1	\$7,500.00	\$7,500.0	0 Washington (WJLA)		10/24/17
26.0	Normal Line / Access	10/26/17-10/26/17	2	:30	7P- Wheel Of Fortune		i		1	1	- 1	į	1	\$2,000.00	\$2,000.0	0 Washington (WJLA)		10/24/17
27.0	Normal Line / Access	10/31/17-10/31/17	2	:30	7P- Wheel Of Fortune			1	- 1		-	- 1	1	\$2,500.00	\$2,500.0	0 Washington (WJLA)		10/24/17
28.0	Normal Line / Access	10/25/17-10/27/17	2	:30	7:30P- Jeopardy				1	1			2	\$3,000.00	\$6,000.0	0 Washington (WJLA)		10/24/17
29.0	Normal Line / Access	10/30/17-10/30/17	2	:30	7:30P- Jeopardy		1		1			i	1	\$3,500.00	\$3,500.0	0 Washington (WJLA)		10/24/17
30.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	11P- News-ABC 7 News at 11p		1		1	1	1		2	\$1,200.00	\$2,400.0	0 Washington (WJLA)		10/24/17
31.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	11P- News-ABC 7 News at 11p		1	1					2	\$1,400.00	\$2,800.0	0 Washington (WJLA)		10/24/17
32.0	Normal Line / SPOT	10/25/17-10/26/17	2	:30	11:35P- ABC-Jimmy Kimmel		i	į	1	1	i	i	2	\$500.00	\$1,000.0	0 Washington (WJLA)		10/24/17
33.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	11:35P- ABC-Jimmy Kimmel		i	1	i		i	i	1	\$600.00	\$600.0	0 Washington (WJLA)		10/24/17
34.0	Normal Line / SPOT	10/28/17-10/28/17	2		7A- ABC-Good Morning America Saturday							1	1	\$500.00	\$500.0	0 Washington (WJLA)		10/24/17
35.0	Normal Line / Football	10/28/17-10/28/17	2		8P- Sports-ABC College Football Prime				- 1			1	1	\$4,000.00	\$4,000.0	0 Washington (WJLA)		10/24/17
							1	1	1	1	-	- 1						
					COI	VEI	RM	ΑТ		7 C.C	$\sqrt{\Gamma}$	ITR	ACT		·	<u> </u>		

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Accepted-Station:

Date:

Account Types

Billing Type

Accepted-Agency/Advertiser:

		Contract #	3076649	Date Entered	10/24/17
		Schedule Dates	10/25/17-10/31/17	Last Modified	10/24/17
	WJLA	Advertiser	Ed Gillespie for VA Governor (116805)	Entered By	Tiffany Lew
obc	1100 Wilson Blvd, 6th Floor	Agency	Strategic Media Placement (6694)	CO-OP	No
	Arlington, VA 22209	Product	POLITICAL CANDIDATE (ns) (1186)	Headline #	
		Brand	Ed Gillespie (671299)	Demo	
WJLA-TV WASHINGTON, DC		Salesperson	HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)	Order Type	Normal
		Sales Office	WJLA/GJLA/EJLA	Package Deal	
Strategic Media Placement		Buyer Name		Commission %	15.00
7669 Stagers Loop		Phone/Fax	1	Commission	\$9,116.25
Delaware, OH 43015		CPE	3237	Net Total	\$51,658.75
		Account Types	Local/Political Candidate Agency BRD	Sales Tax	
		Billing Type	Standard		
		Comments			

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu \	We Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
36.0	Normal Line / SPOT	10/29/17-10/29/17	2		8A- ABC-Good Morning America Sunday				1		1	1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
37.0	Normal Line / SPOT	10/29/17-10/29/17	2	:30	9A- ABC-This Week				i		1	1	\$200.00	\$200.00	Washington (WJLA)		10/24/17
38.0	Normal Line / SPOT	10/29/17-10/29/17	2	:30	9:30A- ABC-This Week			1	1		1	1	\$150.00	\$150.00	Washington (WJLA)		10/24/17
					CO	NFI	RM	ATI	ON	COI	NTR	ACT					
ccented-A	gency/Advertiser:			Date:	Accepted-Stat								Date:	Comments:			

Washington (WJLA)

Spots

32

17

49

By Broadcast Month

Oct. 2017

Nov. 2017

Grand Total:

Rate

\$36,675.00

\$24,100.00

\$60,775.00

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms .

B/E Bookend P/B Piggy Back